



**City of Kerrville**  
701 Main Street  
Kerrville, Texas  
78028  
(830) 257-8000  
[www.kerrvilletx.gov](http://www.kerrvilletx.gov)

## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

Contact: Ashlea Boyle, Special Projects Manager  
(830) 258-1153  
[ashlea.boyle@kerrvilletx.gov](mailto:ashlea.boyle@kerrvilletx.gov)

---

### **Kerrville Main Street Manager Announced**

**Kerrville, Texas (October 31, 2014)** – The City of Kerrville is pleased to announce and welcome Kimberly Snyder as the new Main Street Manager. Snyder will be responsible for executing the Kerrville Main Street Program under the Texas Main Street / National Main Street Program requirements. The Main Street Manager develops strategies for the Main Street District using the National Four-Point Approach to downtown revitalization of Organization, Promotion, Design, and Economic Restructuring.

Snyder earned her Masters of Business Administration from the University of Texas Pan American, and her Masters of Education from Schreiner University. She has spent the past 14 years as a business educator and small business consultant, most recently with Schreiner University and Alamo College Greater Kerrville Center. With a background in small business, public speaking, marketing, volunteerism, events, and the arts, she will bring a special blend of knowledge, skills, and abilities to the Main Street District and our community.

“We are proud to welcome Kimberly to our team,” stated Ashlea Boyle, Special Projects Manager. “Kimberly has a vast background and skill set that will be very beneficial in this position. She is incredibly talented and her comprehensive understanding of business will greatly benefit the Main Street District. I look forward to seeing her successfully execute and grow the Main Street Program to its full potential.”

“This position represents the culmination of my life experiences and education. I’m thrilled to be living and doing business in beautiful, historic Kerrville, Texas,” stated Kimberly Snyder. “With an immediate focus on cultivating relationships and developing business recruitment strategies, my long term focus is on building a sustainable and complete community revitalization effort here in Kerrville.”

A Meet and Greet will be held for Snyder in conjunction with the First Friday Wine Share. The event will be held Friday, November 7<sup>th</sup> from 6:00 p.m. – 7:30 p.m. at the shops at Depot Square where Rails - a Café at the Depot, the Sweeter Side of Rails, Kendra’s House of Bling, and newest shop to open, Delish Candy Shop are located at the intersection of Clay and Schreiner Streets. The event is open to the public and everyone is invited to attend. Please visit <http://1stfridaywineshare.com/KerrvilleTX.html> for more information on the wine share.

Ms. Snyder is scheduled to begin employment in her role as Main Street Manager on Monday, November 3, 2014.

For additional information contact Ashlea Boyle, Special Projects Manager at (830) 258-1153 via e-mail to [ashlea.boyle@kerrvilletx.gov](mailto:ashlea.boyle@kerrvilletx.gov) or visit the city's website at [www.kerrvilletx.gov](http://www.kerrvilletx.gov).



Kimberly Snyder

###